



PITCHER PARTNERS

INVESTMENT SERVICES PTY LTD

ABN 24 052 941 036 AFS LICENCE NO. 229887

Pitcher Partners' ten-step checklist when choosing a financial advisor

1. Is the advisor owned by bank, fund manager or other financial institution that produces investment products? The advisor can be under pressure to promote the owner's product to the client over other possibly more suitable products.
2. Is there an in-house research capability? The absence of an in-house research capability means the advisor is vulnerable to possible biases of research provider, reduced capacity for independent thought.
3. Are there entry fees for investments? A way of earning income for advisors not necessarily reflecting the value of service.
4. Are there numerous layers of fees, and are they clear and transparent? This can be a way of drawing attention away from the size of aggregate fees.
5. Are fees being charged on cash or term deposits/cash investment products producing less than direct cash/term deposit after-fee returns? This is not in interests of client.
6. Are credit products masquerading as cash products? This obscures the risk being taken by the investor.
7. Is there an absence of standard and comprehensive performance reports? Focus may be diverted from core role of advisor.
8. Is there an absence of benchmarking? Relative performance is as important as absolute performance to determine if advisor is adding value.
9. Is the person giving you financial advice working independently, or are they working for the same organisation that is providing the financial product? If it's the latter, then that advisor is most likely to have a sales background rather than financial expertise.
10. Are there gifts/benefits/rewards for clients? If so, then it is likely to be a sales rather than advisory culture.

For further information or to organise an interview please contact:

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